



ADVERTISING EXTRACTING SYSTEM

ABSTRACT

A system and method that extract advertising materials from a video source, describes and stores the extracted materials in a structured database for various applications.

The system for extracting, advertising or other promotional segments from a video signal may comprise means to convert, if necessary, the video signal to a digital format, means for storing said video signal in a database, means for scanning said video signal for the presence of predetermined characteristics and means to associate such characteristics with the start and end of each such segment.